

Draft

Client Approval: _____
Date of Approval: _____**Higher Education Telephone Survey – General Community**

Date completed: _____	1	City/Quota	
Respondent name: _____	2	Great Bend	(Quota 50)
Phone number: _____	3	Hutchinson	(Quota 50)
Interviewer name: _____	4	Salina	(Quota 50)
	5	Wichita	(Quota 350)
		Winfield	(Quota 50)

Hello, this is _____ with _____ a market research company. **WE ARE NOT A TELEMARKETING COMPANY. WE ARE NOT SELLING ANYTHING. FOR QUALITY CONTROL, THIS CALL MAY BE MONITORED.** We are conducting a study regarding higher education and would like to include your opinion.

A. Which of the following categories best describes your age?

_____ Under 18 years of age, Is there someone in your household that is 18 years of age or older that I can speak to?

_____ Yes, may I speak to that person, repeat Introduction.
_____ No, **terminate with thanks.**

_____ 18 years of age or older, continue

B. Have you lived in Kansas for one year or longer?

_____ Yes, continue.
_____ No, is there someone in your household I can speak to that has lived in Kansas at least one year?

_____ Yes, may I speak to that person, repeat Introduction.
_____ No, **terminate with thanks.**

C. Do you or anyone in your household work in any of the following:

- University or College;
- A junior college;
- In higher education;
- A vo-tech school;
- In advertising or market research.

_____ Yes, **terminate with thanks**
_____ No, continue

1. Have you graduated with at least a four-year degree from a university in Kansas?

1 No, (SKIP TO QUESTION #4)

2 Yes, which one(s)? (DO NOT READ, CHECK ALL THAT APPLY)

- ☐ Emporia State
☐ Friends University
☐ Kansas State University
☐ Newman University
☐ University of Kansas
☐ Wichita State University
☐ Other _____

2. Using a scale where 1 = very well prepared, 2 = well-prepared, and 3 = not prepared, how well did the school you received your **undergraduate** degree from prepare you:

Statement	Well Prepared	Prepared	Not Prepared
a. To be competitive in the job market (i.e., prepared to win the job, as well as have the skills to do the job)	1	2	3
Why do you say that? _____			
b. To be a critical thinker (i.e., to be able to process and understand information and make good decisions)	1	2	3
Why do you say that? _____			
c. To be an overall good citizen of the community (i.e., able to make ethical decisions, to see the value of giving back to the community)	1	2	3
Why do you say that? _____			

3. Using a scale of 1 to 5, where 1 = strongly agree, and 5 = strongly disagree, how strongly do you agree with the following statement:

*The school I received my **undergraduate** degree from provided me with a well-rounded experience.*

Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
1	2	3	4	5

4. If you were asked by a close friend to recommend a college or university to attend in the **State of Kansas**, which one would you recommend? **DO NOT READ. ACCEPT ONE RESPONSE ONLY.** (obj. 2)

- 1 Bethany
- 2 Bethel
- 3 Butler County Community College
- 4 Cowley County Community College
- 5 Emporia State
- 6 Fort Hays State
- 7 Friends University
- 8 Kansas State University
- 9 Kansas Wesleyan
- 10 Newman University
- 11 Pittsburg State
- 12 Southwestern
- 13 Sterling
- 14 Tabor College
- 15 University of Kansas
- 16 Washburn University
- 17 Wichita State University
- 18 Other (specify) _____
- 19 Don't Know

5. Considering only the colleges and universities in Kansas, what **one** comes to mind when thinking of: (obj. 4)

	College/University
A. Best overall academic programs	_____
B. Best overall faculty	_____
C. Best value for the money	_____
D. Best engineering school	_____
E. Best school for health professionals other than physicians	_____
F. Best fine arts school	_____
G. Best liberal arts & sciences school	_____
H. Best business school	_____
I. Best education and teacher training school	_____
J. Best general college degree	_____

6. Aside from the **Wildcat mascot** and **sports**, what are the first **two** words or phrases that come to mind when you think of **Kansas State University**? (obj. 6)

1. _____

2. _____

7. Aside from the **Jayhawk mascot** and **sports**, what are the first **two** words or phrases that come to mind when you think of **The University of Kansas**? (obj. 6)

1. _____

2. _____

8. Aside from the **WuShock mascot** and **sports**, what are the first two words or phrases that come to mind when you think of **Wichita State University**? (obj. 6)

1. _____

2. _____

9. Over the last six months or so, do you remember seeing or hearing any advertising for **Kansas State University**: (obj. 7)

- 1 No Skip to Q10
2 Yes, Ask Q9A and 9B

- A. What do you recall about the message of the advertisement?

- B. Has the advertising message affected your impression of Kansas State University?

- 1 Yes, how? _____

- 2 No, the advertising message has not affected my impression of Kansas State University.

10. Over the last **six** months or so, do you remember seeing or hearing any advertising for **The University of Kansas**: (obj. 7)

- 1 No **Skip to Q11**
2 Yes, **Ask Q10A and 10B**

A. What do you recall about the message of the advertisement?

B. Has the advertising message affected your impression of The University of Kansas?

- 1 Yes, how?

- 2 No, the advertising message has not affected my impression of The University of Kansas.

11. Over the last **six** months or so, do you remember seeing or hearing any advertising for **Wichita State University**: (obj. 7)

- 1 No **Skip to Q12**
2 Yes, **Ask Q11A and 11B**

A. What do you recall about the message of the advertisement?

B. Has the advertising message affected your impression of Wichita State University?

- 1 Yes, how?

- 2 No, the advertising message has not affected my impression of Wichita State University.

IF RESPONDENT MENTIONS WICHITA STATE UNIVERSITY'S ADVERTISING CAMPAIGN, "THIS IS WICHITA STATE", SKIP TO Q13, IF NOT MENTIONED, CONTINUE TO Q12

12. **ASK ONLY IF RESPONDENT DOES NOT MENTION "THIS IS WICHITA STATE" IN Q11**

Do you recall seeing or hearing the "This is Wichita State" advertising campaign for Wichita State University?

- 1 No Skip to Q14
2 Yes, Ask Q12A and 12B

A. What do you recall about the message of the advertisement?

B. Has the advertising message affected your impression of Wichita State University?

- 1 Yes, how?

- 2 No, the advertising message has not affected my impression of Wichita State University.

13. Where do you recall seeing or hearing the "This is Wichita State" advertising campaign? (DO NOT READ, CHECK ALL THAT APPLY)

- ☐ TV
☐ Radio
☐ Newspaper
☐ Magazine
☐ Billboard
☐ Mailing
☐ Other

The following questions are for classification purposes only. (obj. 8)

14. Which of the following categories describes your age? **READ CATEGORIES**

- 1 18 to 24
2 25 to 34
3 35 to 44
4 45 to 54
5 55 to 64
6 65 years and above
7 (DO NOT READ) Refused

15. What is your occupation?

16. What is the highest level of education you have completed?

READ CATEGORIES

- 1 High school graduate or less
- 2 Some college or technical school
- 3 College graduate or postgraduate
- 4 **(DO NOT READ)** Refused

17. Which of the following categories best describes your annual household income? **READ CATEGORIES**

- 1 Under \$20,000
- 2 \$20,000 to \$29,999
- 3 \$30,000 to \$49,999
- 4 \$50,000 to \$69,999
- 5 \$70,000 to \$89,999
- 6 \$90,000 and above
- 7 **(DO NOT READ)** Refused

18. For interviewer to complete:

- 1 Male
- 2 Female

Thank you very much for participating in our research survey. My supervisor may select your household to validate that this interview took place, so I need to verify your first name and telephone number.

First Name: _____

Is your telephone number? _____

(INTERVIEWER – after verification) Thank you again and have a pleasant evening.